



COUNTY OF SAN DIEGO NEWS RELEASE

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HOLIDAY SHOPPERS URGED TO CHECK RECEIPTS FOR MISTAKES *County Asks Consumers to Call Hotline If Receipts Are Not Accurate*

With the holiday shopping season upon us, it's important for consumers to be aware of the prices they are being charged at the cash register.

Automated price scanning mistakes cost California consumers over \$250 million annually.

"Consumers are entitled to pay no more than the advertised, posted, or quoted price. Shoppers should verify their receipts and notify store management of any price discrepancies," said Kathleen Thuner, Agricultural Commissioner/Sealer.

The Consumer Confidence Protection Act of 1999 requires that "Notice to Consumers" signs are posted at each cash register that uses a scanning device. The notice provides consumers with the County's toll-free number, 1-888-TRUE SCAN and a Web site address to obtain more information or to file a complaint.

A County ordinance also requires stores violating the price accuracy statute, to post a "Notice of Penalty for Failed Inspection" at each store entrance for 10 days following the completion of any administrative, civil, or criminal action. Stores that do not have any price errors in the course of an inspection are provided with a "Notice of Passing Inspection" sign, which may be voluntarily posted for 10 days.

"During this busy time of year where people are spending extra money in shops, it's easy to overlook pricing errors," said Thuner. "We want make sure consumers are treated fairly."

To view a list of businesses that have violations for overcharging, visit
<http://www.sdcounty.ca.gov/awm/scannerviolations.html>

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